

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 04009 281126Z

43

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 PA-02 PRS-01 USIA-15 /036 W
----- 023635

R 280729Z MAR 75
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 8976

UNCLAS TOKYO 4009

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: RESCHEDULING OF HAWAIIAN PRODUCTS EVENT

REF: STATE 067506

ANSWERS TO REFTEL AS FOLLOWS:

1. JAPANESE FASHION BUYERS PURCHASE SUMMER FASHIONS FROM DOMESTIC SOURCES IN FEBRUARY-MARCH FOR DELIVERY IN MARCH-APRIL PURCHASES FROM OVERSEAS SOURCES (U.S. AND EUROPE) ARE MADE IN LATE OCTOBER AND NOVEMBER.

2. COMMERCE SHOULD BE AWARE JAPANESE FASHION BUYERS MAKE ANNUAL PILGRIMAGE TO EUROPE AND NEW YORK FOR REGULAR BUYING IN OCTOBER AND EARLY NOVEMBER. OVER 350 BUYERS WENT TO PARIS PRET-A-PORTER SHOW LAST OCTOBER. CONSEQUENTLY, SHOW SHOULD NOT BE SCHEDULED IN OCTOBER OR NOVEMBER SINCE MAJOR BUYERS ARE OVERSEAS.

3. EMBASSY AND TRADE CENTER BOTH RECOMMEND M-1 (BSP) BE HELD EARLY SEPTEMBER BEFORE MICROWAVE SHOW. BEST TIME IS WEEK SEPTEMBER 8-13. SHOESMITH

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